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**CLAIMS**

We claim:

1. A method for backing up personal information stored in a telephone, comprising:
  - presenting a back-up system user account set-up interface on the phone;
  - presenting a backup scheduling interface on the phone; and
  - presenting a restore information interface on the phone.
2. The method of claim 1 wherein the user account setup interface calls a method allowing the user to set up a backup account with a backup store.
3. The method of claim 1 wherein the backup scheduling interface sets an interval to regularly send personal information to the backup store.
4. The method of claim 1 wherein the backup scheduling interface causes the transmission of personal information to the backup store upon modification of the information on the phone.
5. The method of claim 1 wherein the restore interface calls a method to upload all stored information on the server to the phone.
6. The method of claim 5 wherein the method further includes providing a rollback interface.
7. The method of claim 6 wherein the rollback interface is accessed via a web browser.

8. The method of claim 6 where the rollback interface is accessed via a wireless protocol.

9. The method of claim 6 wherein the rollback interface calls a method uploading changes based on a particular date

10. The method of claim 1 wherein the method further includes providing an undelete interface.

11. The method of claim 10 wherein the undelete interface is accessed via a web browser.

12. The method of claim 10 wherein the undelete interface is accessed via a wireless protocol such as WAP.

13. The method of claim 10 wherein the undelete interface calls a method which transmits a change associated with a particular record in a user's personal information space.

14. The method of claim 1 wherein said personal information comprises an address book data store.

15. The method of claim 1 wherein said personal information comprises an task entry data store

16. The method of claim 1 wherein said personal information comprises an calendar entry data store

17. The method of claim 1 wherein said personal information comprises a note entry data store

18. The method of claim 1 wherein said personal information comprises an alarm data store

19. The method of claim 1 wherein said personal information comprises a custom dictionary data store.

20. A method for storing personal information in a wireless telephone in a backup storage database, comprising:

providing a phone agent including an automated phone data transmission method capable of regularly transmitting changes to a backup store via a communications link and a restore method; and

responsive to said agent, providing changes from the backup store to the wireless telephone.

21. The method of claim 20 wherein the method further includes accepting personal information from the telephone at intervals defined by the user.

22. The method of claim 20 wherein the method further includes accepting user account set-up data from the agent.

23. The method of claim 20 wherein the method further includes assigning a schedule of download intervals to the agent.

24. The method of claim 21 wherein the method further includes modifying the interval schedule to load balance amongst a plurality of users.

25. The method of claim 20 further including providing a notification to the agent that changes have been made to the backup store via a secondary interface.

26. The method of claim 25 wherein the phone agent updates phone upon receipt of a notification.

27. The method of claim 25 wherein the notification is a SMS message.

28. The method of claim 20 wherein the notification is a result of polling the server for changes.

29. The method of claim 25 wherein the method further includes providing the secondary interface and the secondary interface is a web interface.

30. A method for maintaining personal information in a wireless telephone, comprising:

establishing a user account, the user account identifying the user by an unique designation; and

transmitting phone data to a backup store via a wireless network at regular intervals.

31. The method of claim 30 wherein the step of transmitting includes transmitting phone data at user-defined intervals

32. The method of claim 30 wherein the step of transmitting occurs upon receipt of an indication from backup store that changes to data on the data store have occurred.

33. The method of claim 32 wherein the indicator is an SMS message.

34. The method of claim 32 wherein the indicator is a result of polling the backup store to determine if changes have occurred.

35. The method of claim 30 wherein the step of transmitting includes transmitting only changes to phone data.

36. The method of claim 35 wherein the step of transmitting includes transmitting only changes to phone data in the form of change logs.

37. The method of claim 36 wherein the method further includes the step of restoring data to the phone by applying all change logs.

38. The method of claim 30 further including the step of providing an interface to the store via the web to alter data in the data store.

39. The method of claim 38 further including the step transmitting data changed by the interface to the phone at a user scheduled interval.

40. The method of claim 38 further including the step transmitting data changed by the interface to the phone at upon a user initiated action.

41. The method of claim 38 further including the step transmitting data changed by the interface to the phone at a server-directed interval.

42. An application for a wireless telephone, comprising:  
an automated backup process transmitting changes to the backup system at user defined intervals; and  
a restore process activated by a user to restore information stored on the backup system to the phone.

43. The application of claim 42 wherein the application further includes a rollback phone information process.

44. The application of claim 43 wherein rollback information process returns data on the wireless to a state existing on a specified date.

45. The application of claim 42 wherein the application further includes an undelete record process.

46. The application of claim 42 wherein the application includes a BREW agent.

47. The application of claim 42 wherein the application includes a JAVA agent.

48. The application of claim 42 including a SyncML communications module.

49. The application of claim 48 wherein the application operates to transmit changes from the backup system to the phone.

50. The application of claim 49 wherein the SyncML communications module includes a SyncML client.

51. The application of claim 48 wherein the SyncML communications module communicates with a SyncML client in the telephone.

52. An application for storing personal information in a wireless telephone having a data store to a backup system, comprising:

an automated user account creation method accessing the backup system using a unique identifier for the user to create a user account on the backup system;

an automated backup method transmitting changes to the backup system at user defined intervals; and

a restore method providing user data to a phone.

53. The application of claim 52 wherein the application includes a rollback method providing a state of user data existing as of a specified date.

54. The application of claim 52 wherein the application includes an undelete method providing at least one restored data item previously deleted by a user action.

55. The application of claim 52 wherein at least the backup method and the account creation method are initiated by the agent.

56. The application of claim 52 wherein the intervals are defined by user but altered by administrator.

57. The application of claim 52 wherein the intervals are regular.

58. The application of claim 52 wherein the intervals are arbitrary.

59. The application of claim 52 wherein the restore method operates responsive to a phone recognized as having no data and an existing user account.

60. The application of claim 52 wherein the account creation method is performed by the backup system via a secondary interface provided to the user.

61. One or more processor readable storage devices having processor readable code embodied on said processor readable storage devices, said processor readable code for programming one or more processors to perform a method comprising the steps of:

presenting a backup scheduling interface;

transmitting an initial set of phone data and changes to the phone data over time to a backup system; and

presenting a restore information interface.

62. One or more processor readable storage devices as defined in claim 61 wherein the method further includes the steps of presenting a user account setup interface.

63. One or more processor readable storage devices as defined in claim 62 wherein the setup interface is on the phone.

64. One or more processor readable storage devices as defined in claim 62 wherein the setup interface is presented via a world wide web interface.

65. One or more processor readable storage devices as defined in claim 61 wherein the backup scheduling interface is provided on the phone.

66. One or more processor readable storage devices as defined in claim 62 wherein the backup scheduling interface is provided via a world wide web interface.

67. One or more processor readable storage devices as defined in claim 61 wherein the restore information interface is provided on the phone.

68. One or more processor readable storage devices as defined in claim 62 wherein the restore information interface is provided via a world wide web interface.

69. One or more processor readable storage devices as defined in claim 62 wherein the method includes the step of sending data to the phone from the data store responsive to restore information interface.

70. A backup system for personal information in a mobile phone, comprising:

a set of personal information stored on a backup system identified with a user identifier and a phone identifier.

71. The backup system of claim 70 wherein the system includes an auto account creation process utilizing the phone identifier to configure data associated with the phone.

72. The backup system of claim 70 wherein the user identifier is a universally unique identifier.

73. The backup system of claim 70 wherein the phone identifier is a universally unique identifier.

74. The method of claim 4 wherein the backup scheduling interface causes the transmission of personal information to the backup store immediately modification of the information on the phone.

75. The method of claim 4 wherein the backup scheduling interface causes the transmission of personal information to the backup store upon modification of the information on the phone at a point in time separated from the modification.

76. The method of claim 6 where the rollback interface is accessed via the phone agent.

77. The method of claim 6 where the undelete interface is accessed via the phone agent.

78. The method of claim 1 wherein said personal information comprises an email data store.

80. The method of claim 1 wherein said personal information comprises an multimedia data store for pictures, sounds, and movies.

81. The method of claim 1 wherein said personal information comprises an ringtone data store.